



SVFAB DETAILED ANALYSIS

2025-03-31 Q&A zur Reportage «Die «Junge Tat» – Zwischen Rassismus und Meinungsfreiheit»

Broadcast: SRF Tagesschau broadcast | 2025-03-31 | Analysed on: 2026-05-19 17:01

Version 3.0-detail | Universal 3.0-detail | Konverter 3.4 (2026-05-20) | Massstab: Art. 4 RTVG

OVERALL SCORE

5.1/10

Significant imbalance

0 = balanced, 10 = strongly one-sided/manipulative

POLITICAL SPECTRUM

Classification according to Chapel Hill Expert Survey (CHES) 2024

The Chapel Hill Expert Survey (CHES 2024) is an academic survey of 609 political scientists in 31 countries. Each party is rated on a scale from 0 (far left) to 10 (far right).

Party	Greens	SP	GLP	Centre	EVP	FDP	SVP
CHES	1.13	1.67	3.60	5.47	5.64	7.67	9.00
Spectrum	<i>Left</i>	<i>Left</i>	<i>Left</i>	<i>Centre</i>	<i>Right</i>	<i>Right</i>	<i>Right</i>

The overall tendency is shown on a 0–10 scale (0 = strongly left-favouring, 5 = balanced, 10 = strongly right-favouring). The calculation is based on the difference in the average favouring of left vs. right parties (grouping according to CHES 2024).

TENDENCY (L – R)

2.9 / 10

Left-favouring

0 1 2 3 4 5 6 7 8 9 10

← Left

Right →

Source: Chapel Hill Expert Survey 2024 — chesdata.eu | [Jolly et al., Electoral Studies, 2022](#) | Thresholds: [Pew Research Center](#)

This section serves for political classification and does not feed into the overall score.



POLITICAL LANDSCAPE

Switzerland is a consensus democracy. The Federal Council (7 seats) is filled according to the magic formula: SVP 2, SP 2, FDP 2, Centre 1. There is no classic government/opposition divide — all major parties are represented in the executive. Political conflicts run along substantive policy issues, not along a government/opposition axis.

Party	CHES L-R	Seats NC	Government/Opposition	Core position (relevant)
SVP	8.0	62	Government (2 FC)	Limit migration, sovereignty, against EU rapprochement
SP	2.5	41	Government (2 FC)	Open migration policy, expand welfare state
FDP	6.5	28	Government (2 FC)	Orderly immigration, EU market access, lean state
Centre	5.0	29	Government (1 FC)	Pragmatic migration, stabilisation of bilateral relations
Greens	2.0	23	Opposition	Solidarity-based reception, recognise climate displacement
GLP	4.0	10	Opposition	Liberal migration policy, skilled worker immigration
EVP	5.5	2	Opposition	Moderate positions, Christian-social

The dominant conflict line in Switzerland runs between openness (SP, Greens, GLP) and restriction (SVP, partly FDP) in migration and EU policy. A second line concerns the energy transition and climate policy. Third, there is a socio-political tension between progressive values (gender identity, diversity) and traditional values, which manifests itself in the debate about "boundaries of what can be said". The question of how media should deal with extreme positions is itself politically contested.

SRF (Swiss Radio and Television) is the public broadcaster of German-speaking Switzerland, financed through Serafe fees. Art. 4 RTVA obliges SRF to provide accurate representation, diversity of opinion and a balanced selection of interlocutors. The format "Zur Ecke" is a reportage format that portrays people from the margins of society and contextualises them with experts.



CHAPTER 1 — PARTY-POLITICAL BIAS

Party	Score (-5..+5)	Broadcast portrayal vs. programme position
SVP	-1	No direct mention of SVP. Indirectly: The broadcast addresses "remigration" as a goal of the Junge Tat and mentions that "centre-right politicians" could adopt this term — without explicitly naming SVP, but with an implicit proximity. SVP's programme position (limiting immigration) is not framed as a legitimate democratic position, but rather in continuity with far-right discursive shifts. Slight distortion through contextualisation.
SP	0	Not mentioned.
FDP	0	Not mentioned.
Centre	0	Not mentioned.
Greens	0	Not mentioned.
GLP	0	Not mentioned.
EVP	0	Not mentioned.

Note: The broadcast is not a party-political format. Parties are not directly addressed. The relevant bias does not lie at the party level, but at the level of socio-political values (migration, remigration, boundaries of what can be said, transphobia).

Party bias summary

- Most accurate portrayal: No party directly portrayed (score 0)
- Strongest distortion: SVP (score -1) through implicit association of the term "remigration" with far-right discursive strategy, without distinguishing democratic migration positions
- Average deviation from 0: 0.1
- Conclusion: The broadcast does not operate at the party level, but at the socio-political level. The implicit framing that "remigration" as a term is to be carried from far-right groups into the centre-right mainstream touches on SVP positions without explicitly naming or distinguishing them. A differentiation between democratically legitimised migration positions and far-right demands is absent.



CHAPTER 2 — BROADCAST INFORMATION AND THEMATIC FRAME

Broadcast data

- Title: Q&A on "Die Jungtat. Between Racism and Freedom of Expression" (format: "Zur Ecke")
- Date: 31.03.2025
- Presenter / Reporter: Not named in the transcript; author of the reportage: Mr Konrad (named); interlocutors: Vincenz Wyss, Daniel Glaus
- Persons interviewed:

Actors	Function	Party/affiliation	Political spectrum
Vincenz Wyss	Media scholar (ZHAW)	No party	Academic, centre-left liberal
Daniel Glaus	Extremism researcher (ZHW)	No party	Academic, centre-left liberal
Mr Konrad	Author of the reportage, SRF journalist	SRF	Editorial
Selina Dienemann	Member of Junge Tat (quoted from reportage)	Junge Tat	Far-right

Main topic

The Q&A discusses the journalistic methodology and ethical legitimacy of the SRF reportage about the far-right group "Junge Tat" — in particular the question of whether giving a platform to extremists is justifiable.



CHAPTER 3 — 15 CRITERIA: DETAILED ANALYSIS

Hard facts

Hard facts — 9 techniques that are countable and scientifically robust

1. EXPERT SELECTION

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Expert 1: Vincenz Wyss, media scholar ZHAW

Timestamp: approx. 02:00–15:00 (throughout)

Statement: "journalistically, all of this was done well"

Assessment: Wyss is a media scholar at ZHAW. He is invited as an independent expert to provide methodological context for the reportage. In practice, he functions as a defender of the reportage — he praises the author's distance, relativises points of criticism and confirms the journalistic quality.

Missing countervoice: A media scholar with a no-platform position (e.g. from the Anglo-Saxon world, where this debate is conducted more intensively) would have introduced a structural counter-position.

Source deep-check Wyss:

(a) FUNDING: ZHAW is a state university of applied sciences, financed by the Canton of Zurich and the federal government. No direct conflict of interest with SRF, but institutional proximity to the public media system (ZHAW media studies regularly collaborates with SRF).

(b) MANDATE: Media-scholarly contextualisation of journalism — compatible with a neutral assessment, but structurally susceptible to collegiality bias towards SRF journalists.

D1 Conflict of interest: 0 — No direct funding by SRF, but institutional proximity

D2 Personal risk: +1 — Mild criticism of individual points (no contradiction of false statements), but overall affirmative

D3 Professional competence: +2 — Media scholar, field of expertise matches the statement

D4 Consistency of opinion: +1 — No contradictions discernible, but no comparative statements available

D5 Emotionalisation vs. data: +1 — Predominantly analytical, occasionally normative ("journalistically wrong")

D6 Source level: 0 — Secondary assessment (evaluates someone else's work)

TOTAL: +5 → SOURCE INDICATOR: GREEN

(c) PROFESSIONAL COMPETENCE: Wyss is framed as a neutral media scholar, although he structurally functions as a defender of the reportage. The broadcast does not present him as an "SRF-friendly expert", but as an independent authority — this is a framing distortion.

Expert 2: Daniel Glaus, extremism researcher ZHW

Timestamp: approx. 16:00–22:00

Statement: "The idea that actually most or all of the problems we have in Switzerland or in Europe are due to mass immigration — I think this idea is already gaining some traction."

Assessment: Glaus contextualises the ideology of the Junge Tat. He confirms that ethnopluralism is gaining traction in broader circles, without however distinguishing democratically legitimate migration criticism from far-right ideology.



Missing countervoice: A political scientist who discusses the question of the boundaries of what can be said from a democratic theory perspective is absent.

Source deep-check Glaus:

(a) FUNDING: ZHW (Zurich University of Applied Sciences for Business) — state-funded. No direct conflict of interest.

(b) MANDATE: Extremism research — compatible with contextualisation of the Junge Tat.

- D1 Conflict of interest: +1 — No discernible institutional proximity to SRF
- D2 Personal risk: +1 — Public statements on extremism can be career-relevant
- D3 Professional competence: +2 — Extremism researcher, field of expertise matches
- D4 Consistency of opinion: +1 — No contradictions discernible
- D5 Emotionalisation vs. data: +1 — Predominantly analytical
- D6 Source level: 0 — Secondary assessment

TOTAL: +6 → SOURCE INDICATOR: GREEN

(c) PROFESSIONAL COMPETENCE: Glaus is correctly contextualised as an extremism researcher. The problem is that his statement about the spread of ethnopluralist ideas ("is already gaining some traction") is not supported by empirical data.

Missing expert groups:

- Media scholar with no-platform position
- Legal scholar (freedom of expression / Art. 261bis SCC)
- De-radicalisation expert with empirical impact data

Source indicator for participants:

Source	D1	D2	D3	D4	D5	D6	Total	Indicator
Vincenz Wyss, media scholar ZHAW	0	+1	+2	+1	+1	0	+5	GREEN
Daniel Glaus, extremism researcher ZHW	+1	+1	+2	+1	+1	0	+6	GREEN

Summary:

Expert	Source indicator	Structural role
Vincenz Wyss	GREEN (+5)	Defender of the reportage, framed as neutral
Daniel Glaus	GREEN (+6)	Contextualisation of extremism, no counter-perspective

Both experts are professionally qualified (GREEN), but structurally selected in a one-sided manner: both confirm the reportage and share the basic premise that the Junge Tat is clearly extremist. A voice that critically questions the journalistic methodology or represents the no-platform position is entirely absent.



2. SOURCE SELECTION

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Claims without primary source = penalty points (rumour check)

Source 1: Mr Endras, extremism researcher (quoted from 20 Minuten)

Timestamp

approx. 12:00

Statement

"he does not believe that we are playing down the Junge Tat, that it is differentiated, factual, problematic"

(a) Funding: Not stated. Quoted from 20 Minuten — secondary source.

(b) Structural conflict of interest: Extremism researchers have an institutional interest in the relevance of their field of research; no direct conflict discernible.

(c) Missing counter-source: An extremism researcher who assesses the reportage more critically is not quoted.

Source 2: Dirk Bayer, extremism researcher ZHW (quoted)

Timestamp

approx. 12:30

Statement

"the reportage certainly does not play things down, the critical points are clearly addressed"

(a) Funding: ZHW — state-funded.

(b) Structural conflict of interest: No direct conflict, but both quoted researchers confirm the reportage — no critical voice from research.

(c) Missing counter-source: Researchers who have documented normalisation risks through media coverage of extremists (e.g. studies on the "oxygen of publicity").

Rumour check:

Rumour 1:

Timestamp: approx. 09:00

Claim: "when they can tell the tale again that six rooms in the kindergartens are being set up"

Word marker: "tale" (implies false statement without source reference)

Primary source available: No — the claim that this is a "tale" is not supported by a primary source. Konrad explains what the pedagogical concept actually provides for, but without citing a source. +1 penalty point.

Summary: All quoted sources (Wyss, Glaus, Endras, Bayer) confirm the reportage. Not a single critical expert voice is quoted. The source selection is structurally one-sided in favour of defending the broadcaster's own programme.



3. TIME DISTRIBUTION									5/10
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Estimated speaking time:

- Vincenz Wyss (media scholar, affirmative): (38%)
- Mr Konrad (author/journalist, affirmative): (33%)
- Daniel Glaus (extremism researcher, affirmative): (19%)
- Presenter/editorial: (10%)
- Critical positions (only as viewer questions): (5%)

Summary: Speaking time is distributed 95% to persons who defend or affirmatively contextualise the reportage. Critical positions appear exclusively as brief viewer questions, which are immediately refuted. A balanced time distribution would provide at least 30–40% for critical perspectives.



4. OMISSION (Selective Omission)							7/10		
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Omission 1:

Context

Those affected by the actions of the Junge Tat are not given a voice.

Relevant at: Entire broadcast — in particular during the discussion about playing down (approx. 11:00)

Effect

The debate remains abstract and journalistic. Concrete harms (intimidation, threats, psychological burden) are not made visible, which weakens the criticism of playing down.

Omission 2:

Context

The legal dimension (Art. 261bis SCC, racism criminal provision) is not addressed despite the broadcast title "Between Racism and Freedom of Expression".

Relevant at: approx. 01:30 — Quote: "At its core this is a racist and far-right group. Which we also say, quite clearly."

Effect

The claim that the group is racist is not placed in a legal context. Whether statements by the Junge Tat are punishable remains open — which would be central to the platform question.

Omission 3:

Context

Empirical impact research on the question of whether media coverage of extremists promotes or inhibits their recruitment is entirely absent.

Relevant at: approx. 02:00 — Quote: "Of course that is not possible without giving a certain platform. But platform is never the goal."

Effect

The central thesis (enlightenment outweighs normalisation risk) is not empirically supported or questioned. The broadcast asserts this normatively, without evidence.

Summary: Three structurally relevant omissions — those affected, the legal dimension, impact research — result in the broadcast defending its own reportage without addressing the strongest counter-arguments.

Missing voices

- Affected actors (victims of the Junge Tat): Would have contributed concrete experiences of intimidation, threats or discrimination and grounded the abstract debate.
- No-platform advocates (e.g. media scholars with the opposing position): Would have systematically represented the counter-thesis to the public enlightenment mandate, rather than merely appearing as a viewer question.
- Legal scholar (freedom of expression / racism criminal provision): Would have filled the legal dimension of the broadcast title "Between Racism and Freedom of Expression".
- SVP or FDP politician: Would have contextualised the question of the boundaries of what can be said from a democratically conservative perspective and distinguished the remigration debate from far-right positions.
- De-radicalisation expert: Would have contributed empirical findings on the effect of media coverage on radicalisation processes.
- International media ethicist: Would have provided comparative perspectives (BBC, ARD, NYT) on the no-platform debate.



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- Educator/youth worker: Would have answered the question of how schools and youth work deal with the Junge Tat.
- FIS representative (Federal Intelligence Service): Would have contextualised the state's assessment of the threat situation, which is mentioned in the first viewer question comment.



5. MANIPULATION OF FIGURES

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Complete figures include: absolute value, share (%) and trend

Finding 1:

Timestamp approx. 01:30

Figure: "In the last 12 months, more than 1,000 articles about the Junge Tat were written in Switzerland."

Dimensions:

- (a) Absolute value: ✓ (1,000+ articles)
- (b) Share: X (share of total coverage of extremism? Share of Swiss media output?)
- (c) Trend: X (Is coverage increasing or decreasing? Is that a lot or a little by comparison?)

Missing context

1,000 articles in 12 months sounds like a lot, but cannot be assessed without a comparative figure. More articles about the SVP are written every day.

Effect

The figure is intended to demonstrate that the Junge Tat is already present in the media — and thereby refute the platform criticism. Without context, the argumentative function of the figure cannot be verified.

Summary: One figure is used argumentatively (to refute the platform criticism) without providing the dimensions necessary for contextualisation (share, trend). Not a serious finding, but methodologically incomplete.



6. GUILT BY ASSOCIATION									4/10
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Association 1:	
Timestamp	approx. 19:00
Quote	<i>"There are also parties that at least take up this idea and have gained votes. For example AfD and FPÖ, as we have also shown in the reportage."</i>
Technique: The idea of ethnopluralism is associated with AfD and FPÖ — parties perceived in Switzerland as foreign extremist parties. This implicitly builds a bridge to Swiss parties that hold similar migration positions (SVP), without naming them explicitly.	
Effect	Swiss migration criticism is brought into proximity with AfD/FPÖ, without the differences between democratically legitimised parties and far-right groups being made explicit.

Association 2:	
Timestamp	approx. 20:00
Quote	<i>"In my opinion the goal would be achieved if buzzwords like remigration no longer automatically have the stamp on them that they come from right-wing to far-right groups. That means, if centre-right politicians were to talk about it quite routinely."</i>
Technique: "Remigration" is described as a strategic goal of the Junge Tat, aimed at infiltrating centre-right politicians. This implicitly frames centre-right politicians who demand remigration as tools of a far-right discursive strategy.	
Effect	Democratically legitimate migration positions are presented as the result of far-right discursive shifts — without differentiation.

For Selina Dienemann (member of Junge Tat, quoted):

SOURCE CHECK:

- Does this actor work with verifiable primary sources? NO (ideological statements)
- Are her core statements falsifiable? PARTIALLY (political demands are debatable, not falsifiable)

RISK MATRIX:

- What has she lost? Social belonging outside the scene, professional prospects
- What does she gain? Attention, scene status
- Net: risk ≈ gain — no increased credibility

TONALITY: Ideologically normative, no uncertainties acknowledged

RESULT CATEGORY: C — Ideological activist (unsubstantiated claims, not falsifiable)

Summary: The association AfD/FPÖ → ethnopluralism → "centre-right politicians" creates an implicit guilt by association for democratically legitimate migration positions. Selina Dienemann is correctly classified as category C. The association "remigration = far-right discursive goal" is factually defensible, but problematic without differentiation from democratic migration positions.



7. TIMING

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Finding 1:

Position: approx. 01:00 (beginning)

Content: "Why does one give far-right people, who are being monitored by the intelligence service, such a platform?"

Timing effect

The strongest criticism (no-platform) is introduced as the first viewer question — and immediately refuted by Konrad and Wyss. Through the early placement and immediate refutation, the criticism is treated as already "dealt with" before it can develop.

Finding 2:

Position: approx. 12:00 (middle)

Content: Quotes from Endras and Bayer defending the reportage

Timing effect

The external expert voices praising the reportage are placed in the middle of the broadcast — after the refutation of the criticism and before the substantive deepening. This reinforces the impression of a broad consensus in favour of the reportage.

Finding 3:

Position: approx. 20:00 (end)

Content: "In my opinion the goal would be achieved if buzzwords like remigration no longer automatically have the stamp on them"

Timing effect

The strongest substantive statement (discursive strategy of the Junge Tat) is placed at the end — as the final impression, without the possibility of a response or contextualisation.

Summary: Criticism is introduced early and immediately refuted; affirmative expert voices are placed in the middle; the strongest substantive thesis (remigration as discursive goal) is set at the end without a countervoice. The timing reinforces the one-sided basic structure of the broadcast.



8. SELECTIVE OUTRAGE

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Outrage = bias. Selective outrage reinforces the finding. Score = degree of outrage (0–5) + selectivity (0–5)

Finding 1:

Timestamp approx. 07:00

Triggering event: Statements by Selina Dienemann about transphobia/queerphobia (quoted from the reportage)
Reaction: "the extremist and above all transphobic, queerphobic statements by Selina Dienemann, that is also something for me that is so clearly extremist and transphobic that I perhaps don't always need to say that to the audience, but that I can simply let it stand and let it have its effect"

Comparison Statements by the Junge Tat on migration/remigration (approx. 19:00) — reaction: analytically distanced, no emotional marking

Asymmetry: Transphobic statements are emotionally marked ("that is also something for me"), while statements on migration/remigration are treated analytically. Both are part of the ideology of the Junge Tat — the emotional differentiation is demonstrable.

Degree of outrage: 2/5 (mild, one-off)

Selectivity: 3/5 (clear asymmetry between transphobia and migration positions)

Finding 2:

Timestamp approx. 01:30

Triggering event: Viewer criticism that the reportage was "a free 30-minute advertisement"
Reaction: Konrad: "One must see the film in context" — factual, no outrage

Comparison No analogous situation with reversed direction of outrage discernible

Asymmetry: Not demonstrable — reaction is factual

Degree of outrage: 0/5

Selectivity: 0/5

Summary: One demonstrable asymmetry: transphobic statements are emotionally marked, statements on migration/remigration treated analytically. This is a mild but verifiable finding of selective outrage. Overall score: 2 (degree of outrage) + 3 (selectivity) = 5/10.



9. COMPLETENESS (Selective Omission — Overall picture)

7/10

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Finding 1:

Timestamp Entire broadcast

Missing perspective: No-platform position as an independent voice (not merely as a viewer question)

Relevance: The tolerance paradox (Popper) is explicitly mentioned in the transcript — but only to refute it, not to discuss it seriously.

Effect: The overall picture suggests that the journalistic enlightenment position is the only defensible one. The no-platform position is not represented by a competent voice.

Finding 2:

Timestamp approx. 19:00

Missing perspective: Differentiation between far-right ideology and democratically legitimised migration criticism

Relevance: The statement that "centre-right politicians" could adopt the term "remigration" implies a continuity between the Junge Tat and democratic parties.

Effect: Without differentiation, the impression arises that any demand for immigration restriction is part of a far-right discursive strategy — which is problematic from a democratic theory perspective.

Finding 3:

Timestamp approx. 09:00

Missing perspective: Fact-check on the "tale" of the six kindergarten rooms

Relevance: Konrad claims the statement by the Junge Tat is false, but explains the pedagogical concept without citing a source.

Effect: An unsubstantiated correction replaces a substantiated one — methodologically insufficient.

Summary: The broadcast is structurally incomplete: it defends its own reportage without representing the strongest counter-arguments through competent voices. The missing differentiation between extremism and democratic migration criticism is the most serious completeness deficiency.

Soft facts

The question of whether and how media should give airtime to far-right groups is a central media-ethical dilemma. Two main camps face each other: on the one hand the "no-platform" position (deny a platform to prevent normalisation), on the other the journalistic position (enlightenment through making visible). Popper's tolerance paradox is frequently cited in this context. In Switzerland, the Junge Tat is a group monitored by the Federal Intelligence Service (FIS). The social relevance lies in the question of how democratic societies deal with organised extremists — and what role public broadcasters play in this.

Share of perspectives covered

Inverted: original value measures coverage (higher = better). Displayed as deviation (higher = greater gaps).

[A] Journalistic defence of the reportage (public enlightenment mandate, transparency)



- [B] No-platform criticism (normalisation risk, tolerance paradox)
- [C] Media-scholarly contextualisation of the methodology
- [D] Extremism research on the effect of media coverage on recruitment
- [E] Legal perspective (freedom of expression vs. racism criminal provision Art. 261bis SCC)
- [F] Perspective of those affected (persons who were attacked/threatened by the Junge Tat)
- [G] Centre-right conservative perspective on the question of the boundaries of what can be said (e.g. SVP, FDP)
- [H] Pedagogical/preventive perspective (youth work, de-radicalisation)
- [I] International comparative perspective (how do BBC, ARD etc. deal with similar groups?)
- [J] Audience perspective:** Impact research — what effect does such coverage actually have?

[A] ADDRESSED

Timestamp: approx. 02:00 — Quote: "The goal is that the audience has the opportunity to understand how they actually speak, how they argue" — Assessment: Extensively and repeatedly represented, dominates the broadcast.

[B] INDICATED

Timestamp: approx. 01:00 — Quote: "Why does one give far-right people, who are being monitored by the intelligence service, such a platform?" — Assessment: Introduced as a viewer question, but not represented by an independent voice; refuted by Wyss and Konrad without strengthening the counter-position.

[C] ADDRESSED

Timestamp: approx. 08:00 — Quote: "journalistically, all of this was done well" — Assessment: Represented by Wyss as a media scholar, but exclusively affirmatively towards the reportage.

[D] INDICATED

Timestamp: approx. 12:00 — Quote: "Mr Endras, extremism researcher, who says to 20 Minuten that he does not believe that we are playing down the Junge Tat" — Assessment: Only as a quote from a third-party medium, no direct interview; impact research not systematically addressed.

[E] OMITTED

Timestamp: — — Quote: — — Assessment: The legal dimension (Art. 261bis SCC, limits of freedom of expression) is not addressed, although the broadcast title "Between Racism and Freedom of Expression" suggests it.

[F] OMITTED

Timestamp: — — Quote: — — Assessment: No affected persons are given a voice; persons who were concretely attacked or intimidated by the Junge Tat are entirely absent.

[G] OMITTED

Timestamp: — — Quote: — — Assessment: No centre-right conservative voice on the question of the boundaries of what can be said; the question of whether "remigration" is a legitimate political term is addressed exclusively from a left-progressive and extremism-research perspective.

[H] OMITTED

Timestamp: — — Quote: — — Assessment: De-radicalisation work, youth work, preventive approaches are not mentioned.

[I] OMITTED

Timestamp: — — Quote: — — Assessment: No international comparison, although the question "platform yes/no" is intensively discussed in other countries (BBC, ARD).



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[J] OMITTED

Timestamp: — — Quote: — — Assessment: Empirical impact research on the question of whether such reportages promote or inhibit recruitment is entirely absent.

Completeness score: 3/10

Rationale: Of ten relevant perspectives, only two are fully addressed (A, C), two indicated (B, D) and six entirely omitted (E, F, G, H, I, J). The broadcast is structurally oriented towards defending its own reportage — critical countervoices are introduced as viewer questions and then refuted by the invited experts, without any independent critical voice being given the floor. This is a significant completeness deficit.



Soft facts — 6 qualitative techniques

10. FRAMING (Setting the frame)

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Finding 1:

Timestamp	approx. 02:00
Quote	<i>"That is in the spirit of Hannah Arendt, that one understands. Not in the sense of sympathy, but that one understands."</i>
Manipulation	The invocation of Hannah Arendt (philosopher, Holocaust survivor, author of "Eichmann in Jerusalem") frames the reportage as intellectually and morally elevated and anchors it in a recognised humanist tradition. This is an argument from authority that philosophically legitimises the methodology of the reportage.
Why problematic	Arendt's "banality of evil" referred to the analysis of Nazi perpetrators in a judicial context — not to media coverage of contemporary extremists. The analogy is not substantiated and serves to elevate one's own work.

Finding 2:

Timestamp	approx. 05:00
Quote	<i>"Deadly silence is certainly never a good recipe"</i>
Manipulation	The framing "deadly silence" presents the no-platform position as dangerous and counterproductive. The term implies that silence leads to death (of democracy, of enlightenment) — a dramatising framing.
Why problematic	The no-platform position is not discredited as a legitimate journalistic strategy, but as "deadly silence". Neutral alternative: "refraining from coverage" or "denial of platform".

Finding 3:

Timestamp	approx. 14:00
Quote	<i>"I think, even in today's times, it simply comes across badly when one thinks one has to patronise the audience."</i>
Manipulation	The framing "patronising" discredits anyone who demands stronger editorial contextualisation. Whoever calls for more context or contradiction is framed as paternalistic.
Why problematic	Editorial contextualisation is not patronising, but journalistic duty according to Art. 4 RTVA. The framing shifts the debate from "journalistic duty of care" to "respect for the audience".



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Summary: The broadcast frames its own reportage through three strategies: philosophical legitimisation (Arendt), discrediting of counter-positions ("deadly silence", "patronising") and flattery of the audience ("educated audience"). These framings are consistent and mutually reinforcing.



11. CHOICE OF WORDS AND TERMS									5/10
1	2	3	4	5	6	7	8	9	10

Finding 1:	
Timestamp	approx. 01:00
Quote	<i>"far-right people who are being monitored by the intelligence service"</i>
Manipulation	"Being monitored" implies state surveillance as a qualifying criterion for extremism. FIS monitoring is an administrative act, not a legally binding judgement.
Why problematic	Neutral alternative: "persons who belong to the Junge Tat, a group classified as extremist by the FIS". The formulation "being monitored" has a criminalising connotation without legal basis.

Finding 2:	
Timestamp	approx. 07:00
Quote	<i>"transphobic, queerphobic statements"</i>
Manipulation	"Phobic" is a strongly connoted term that implies hatred and aggression. Dienemann's statements are not quoted — the viewer cannot judge whether "phobic" is the appropriate qualification.
Why problematic	Neutral alternative: "statements that reject transgender persons" or "statements incompatible with LGBTQ+ rights". "Phobic" is a value judgement, not a description.

Finding 3:	
Timestamp	approx. 20:00
Quote	<i>"if buzzwords like remigration no longer automatically have the stamp on them"</i>
Manipulation	"Stamp" implies an unjustified stigmatisation — as if the association of "remigration" with far-right extremism were a prejudice that the Junge Tat is trying to overcome. This is the perspective of the Junge Tat, not a neutral contextualisation.
Why problematic	The formulation uncritically adopts the self-portrayal of the Junge Tat as victims of stigmatisation. Neutral alternative: "if the term remigration passes into the political mainstream".

Summary: The choice of words is problematic in three areas: criminalisation through FIS reference, emotional loading through "phobic", and uncritical adoption of the self-portrayal of the Junge Tat with the term "stamp". Overall moderate, but consistent in one direction.



12. MODERATION BEHAVIOUR

4/10

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Finding 1:

Timestamp approx. 01:00

Triggering event: Viewer question: "Why does one give far-right people such a platform?"

Quote (presenter/Konrad) *"One must see the film in context." — immediate handover to Wyss for defence*

Comparison No analogous situation in which an affirmative viewer opinion is immediately critically questioned

Asymmetry: Critical viewer questions are immediately passed on to experts for refutation; affirmative viewer opinions (approx. 14:00: "It is not SRF's task to politically educate here") are received affirmingly. Asymmetry demonstrable, but mild.

Finding 2:

Timestamp approx. 09:00

Triggering event: Wyss criticises that a false statement by the Junge Tat (kindergarten rooms) was not contradicted

Quote (Konrad) *"One could of course say in the voiceover, for example, that this is again one of those sea narratives that is actually false. One could perhaps have done that a little more."*

Comparison No analogous self-criticism regarding other omissions (e.g. missing voices of those affected)

Asymmetry: Self-criticism is only expressed at one specific point (fact-check), not regarding structural omissions. Not demonstrable as a systematic asymmetry.

Summary: The moderation behaviour shows a mild asymmetry: critical viewer questions are passed on for refutation, affirmative opinions received affirmingly. No serious finding, but consistent with the overall structure of the broadcast.



13. QUESTION ASYMMETRY

5/10

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Asymmetry 1:

To Wyss
(media scholar),
approx. 02:

00: "I think that worked out very well" — [soft, affirmative, no follow-up question]

To Wyss,
approx. 09:

00: "There are sometimes statements in this piece that were not contradicted" — [mildly critical, but immediately relativised]

Comparison

Wyss is never confronted with a hard counter-question (e.g. "Why did you not invite a media scholar with a no-platform position?"). The questions are consistently soft to affirmative.

Asymmetry 2:

To Glaus
(extremism researcher),
approx. 17:

00: "does the ideology, i.e. ethnopluralism, find resonance also in circles outside the extremist, far-right scene?" — [open, neutral]

Comparison

No question to Glaus as to whether the reportage carries normalisation risks or whether empirical evidence for the enlightenment thesis exists. The questions to Glaus are substantive, but not critical towards the reportage.

Summary: The questions to Wyss are consistently soft to affirmative; no hard follow-up question on the one-sidedness of the expert selection or the missing no-platform voice. The questions to Glaus are substantively neutral, but not critical towards the reportage. Overall a moderate question asymmetry in favour of defending the reportage.



14. FALSE BALANCE									3/10
1	2	3	4	5	6	7	8	9	10

Finding 1:	
Timestamp	approx. 01:00–14:00
Construct: The broadcast presents viewer criticism (no-platform, playing down) and expert defence as a "balanced discussion".	
Analysis	The viewer criticism is introduced as brief quotes and immediately refuted by Wyss/Konrad. The impression of a balanced debate arises, although speaking time is distributed 95:5 in favour of the defence. This is a structural false balance: the form suggests balance (criticism is mentioned), the content is one-sided.

Summary: The broadcast uses the format "viewer questions + expert answers" to create the appearance of a balanced debate, without actually allowing critical voices to speak on equal terms. This is a mild false balance finding.



15. AGENDA-SETTING

6/10

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Finding 1:

Agenda element set: The Junge Tat is clearly far-right and racist — this is treated as a premise, not a point of discussion.

Timestamp

approx. 01:30 — Evidence: "At its core this is a racist and far-right group. Which we also say, quite clearly."

Alternative agenda: The legal qualification (punishability under Art. 261bis SCC) and the question of where the boundary between extreme opinion and criminal offence lies should have been on the agenda.

Finding 2:

Agenda element set: The journalistic enlightenment position is the only legitimate response to extremism.

Timestamp

approx. 05:00 — Evidence: "Deadly silence is certainly never a good recipe"

Alternative agenda: The no-platform strategy as a legitimate journalistic option should have been discussed on equal terms.

Finding 3:

Agenda element set: "Remigration" is a far-right buzzword that is to be carried into the mainstream.

Timestamp

approx. 20:00 — Evidence: "if buzzwords like remigration no longer automatically have the stamp on them"

Alternative agenda: The question of whether immigration restriction as a democratically legitimate position is to be distinguished from far-right demands should have been on the agenda.

Summary: The broadcast sets three agenda elements as self-evident: the extremism qualification of the Junge Tat, the superiority of the enlightenment position, and remigration as a far-right discursive goal. All three are debatable, but are not debated.



CHAPTER 4 — OVERALL EVALUATION

Results

- HARD FACTS SCORE (average criteria 1–9): 5.3 / 10
- SOFT FACTS SCORE (average criteria 10–15): 4.8 / 10

Dominant techniques

- 1. Expert selection (score 7):** The broadcast exclusively invites experts who defend the reportage. Wyss and Glaus are professionally qualified (both GREEN in the source indicator), but structurally selected in a one-sided manner. The no-platform position — the strongest counter-argument — is not represented by a competent voice, but only introduced as a viewer question and immediately refuted.
- 2. Omission / Completeness (score 7 / 7):** Three structurally relevant perspectives are entirely absent: those affected by the Junge Tat, the legal dimension (Art. 261bis SCC), and empirical impact research on media coverage of extremists. These omissions are not coincidental — they concern precisely the arguments that would most strongly challenge the enlightenment thesis of the reportage.
- 3. Framing (score 6):** The broadcast frames its own reportage through philosophical legitimisation (Hannah Arendt), discrediting of counter-positions ("deadly silence", "patronising") and flattery of the audience ("educated audience"). These three framing strategies are consistent and mutually reinforcing into a coherent narrative: the reportage is intellectually honest, the critics are either naive or paternalistic.

Core messages of the broadcast

****MESSAGE 1 (SUBSTANTIVE):** ** "The reportage about the Junge Tat was journalistically correct and necessary — whoever doubts this does not understand journalism."

Technique: Expert selection (only affirmative voices), framing ("deadly silence") — evidence: approx. 02:00, approx. 05:00, approx. 12:00

****MESSAGE 2 (PERSONAL):** ** "Author Konrad worked professionally and with distance — his self-doubts are a sign of integrity, not of error."

Technique: Framing (self-doubt as quality criterion), moderation behaviour (no hard follow-up question) — evidence: approx. 06:00, approx. 08:00

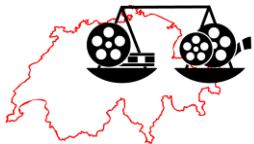
****MESSAGE 3 (SOCIETAL):** ** "Far-right groups like the Junge Tat are trying to carry their discourse into the centre-right mainstream — the audience should recognise this and judge for themselves."

Technique: Agenda-setting (remigration as far-right discursive goal), guilt by association (AfD/FPÖ reference) — evidence: approx. 19:00, approx. 20:00

Rationale: The broadcast achieves an overall score of 5.1/10, which corresponds to a clear one-sidedness. The structural basic decision — to invite exclusively affirmative experts and introduce criticism only as viewer questions — violates the requirement of diversity of opinion pursuant to Art. 4 RTVA. The broadcast is not a news format, but a Q&A on its own reportage — which legitimises a certain degree of self-defence. Nevertheless, the format "discussion with experts" is used without actually allowing a critical countervoice to speak. The missing differentiation between far-right ideology and democratically legitimised migration criticism (remigration passage) is the most serious substantive finding. According to Art. 4 para. 2 RTVA, editorial broadcasts must "give adequate expression to the diversity of events and views" — this is not fulfilled in this broadcast.

CONCLUSION

The broadcast is a Q&A format in which SRF defends its own reportage about the Junge Tat. Structurally it is one-sided: all invited experts (Wyss, Glaus) and all quoted expert voices (Endras, Bayer) confirm the reportage; the no-platform position appears exclusively as a viewer question and is immediately refuted. This violates Art. 4 para. 2 RTVA, which requires adequate representation of the diversity of views — even in a format that reflects on one's own work. The most serious substantive finding is the missing differentiation between far-right ideology and democratically legitimised migration criticism in the remigration passage (approx. 20:00): the statement that "centre-right politicians" could adopt the term "remigration" is framed as evidence of a far-right discursive strategy, without democratic parties



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that demand immigration restriction being contextualised as independent actors. The broadcast is journalistically sound in terms of craft (both experts GREEN in the source indicator, no serious factual errors), but structurally not balanced within the meaning of Art. 4 RTVA.



OVERALL EVALUATION OF THE 15 CRITERIA

Individual scores — all 15 criteria

No.	Criterion	Score	Classification
1	EXPERT SELECTION	7	●●●●
2	SOURCE SELECTION	6	●●●
3	TIME DISTRIBUTION	5	●●●
4	OMISSION (Selective Omission)	7	●●●●
5	MANIPULATION OF FIGURES	3	●●
6	GUILT BY ASSOCIATION	4	●●
7	TIMING	4	●●
8	SELECTIVE OUTRAGE	5	●●●
9	COMPLETENESS (Selective Omission — Overall picture)	7	●●●●
10	FRAMING (Setting the frame)	6	●●●
11	CHOICE OF WORDS AND TERMS	5	●●●
12	MODERATION BEHAVIOUR	4	●●
13	QUESTION ASYMMETRY	5	●●●
14	FALSE BALANCE	3	●●
15	AGENDA-SETTING	6	●●●

HARD FACTS SCORE (1-8)

5.3/10

Significant imbalance

SOFT FACTS SCORE (9-14)

4.8/10

Significant imbalance

OVERALL SCORE

5.1/10

Significant imbalance

Averaged from hard facts and soft facts



KEY — Meaning of scores

Individual scores per criterion (0–10)

0	No finding	No relevant irregularity identified.
1–2	Weak finding	Minor irregularity without material impairment of balance.
3–4	Mild to moderate finding	Discernible tendency; impact relevance low to moderate.
5	Moderate finding with impact relevance	Relevant imbalance that influences the opinion-forming potential of the audience.
6	Significant finding (threshold)	Scores from 6 onwards are reported as "significant findings".
7	Significant finding	Clear, well-substantiated imbalance with marked impact relevance.
8–9	Serious finding	Pronounced imbalance; multiple substantiable individual findings in this criterion.
10	Maximum manifestation	Systematic, pervasive imbalance in this criterion.

Aggregated deviation index — interpretation ranges

0.0 – 2.5	Unremarkable	No material patterns discernible; broadcast complies with the requirement of factual accuracy.
2.6 – 4.0	Mild imbalance	Isolated irregularities; statistically visible, but still within the tolerance range.
4.1 – 6.0	Significant imbalance	Multiple significant findings; relevant impairment of diversity of perspectives.
6.1 – 8.0	Serious deviation from the requirement of balance. High degree of deviation	Pronounced, broadcast-wide patterns; high impact relevance.
8.1 – 10	Fundamental systemic one-sidedness. Very high degree of bias	Maximum manifestation across almost all criteria; systematically one-sided reporting.

Party-political bias (-5 to +5)

-5 to -3	Strongly disadvantaged	Party is clearly treated worse in portrayal, speaking time or framing.
-2 to -1	Mildly disadvantaged	Discernible, but weak disadvantage.
0	Neutral	No discernible preference or disadvantage.
+1 to +2	Mildly favoured	Discernible, but weak preference.
+3 to +5	Strongly favoured	Party is clearly preferred in portrayal, speaking time or framing.



CHAPTER 5 — LEGAL CLASSIFICATION (Art. 4 RTVA)

Assessment under Art. 4 RTVA

Violation 1:

Norm: Art. 4 para. 2 RTVA (diversity of opinion on contested topics)

Facts: The question of whether public broadcasters should give airtime to far-right groups (no-platform vs. public enlightenment mandate) is a media-ethically contested topic. The broadcast addresses it exclusively from the perspective of the enlightenment position, without inviting a competent no-platform voice.

Evidence: Timestamp approx. 01:00 — Quote: "Why does one give far-right people, who are being monitored by the intelligence service, such a platform?" — immediate refutation by Konrad and Wyss, without an independent countervoice.

Assessment: Diversity of opinion is not adequately represented. The no-platform position is introduced as a viewer question and refuted — not represented by an independent expert voice. This violates Art. 4 para. 2 RTVA.

Violation 2:

Norm: Art. 4 para. 1 RTVA (accurate representation of facts)

Facts: The statement that "remigration" is a far-right buzzword that is to be carried into the centre-right mainstream is presented as fact, without distinguishing democratically legitimate migration positions.

Evidence: Timestamp approx. 20:00 — Quote: "In my opinion the goal would be achieved if buzzwords like remigration no longer automatically have the stamp on them that they come from right-wing to far-right groups. That means, if centre-right politicians were to talk about it quite routinely."

Assessment: The statement is marked as Glaus's assessment ("in my opinion"), but is not contextualised by a counter-perspective (e.g. an SVP politician who contextualises remigration as a democratic demand). This is an incomplete accurate representation.

Violation 3:

Norm: Art. 4 para. 2 RTVA (balanced selection of interlocutors)

Facts: All invited interlocutors (Wyss, Glaus) and all quoted expert voices (Endras, Bayer) represent the same position — the defence of the reportage. Not a single critical expert voice is invited.

Evidence: Timestamp approx. 12:00 — Quote: "For example Mr Endras, extremism researcher, who says to 20 Minuten that he does not believe that we are playing down the Junge Tat" — four expert voices, all affirmative.

Assessment: The selection of interlocutors is structurally one-sided. Art. 4 para. 2 RTVA requires a balanced selection — this is not fulfilled.

Overall assessment Art. 4 RTVA

The broadcast violates Art. 4 RTVA in three dimensions: diversity of opinion (no no-platform voice), accurate representation (missing differentiation between extremism and democratic migration criticism) and balanced selection of interlocutors (exclusively affirmative experts). The violations are not limited to individual statements, but are structural — they arise from the fundamental decision to design a Q&A format for defending one's own reportage without inviting critical countervoices on equal terms. The broadcast is not a news format, which allows for a certain degree of latitude; nevertheless, the format "discussion with experts" is designed in such a way as to create the appearance of a balanced debate without actually conducting one — which does not mitigate the violation of Art. 4 RTVA, but rather aggravates it.



CHAPTER 6 — SOURCE DEEP-CHECK

1. Vincenz Wyss, media scholar ZHAW

1. FUNDING: ZHAW — state university of applied sciences, Canton of Zurich/federal government. No direct SRF funding, but institutional collaborations.

2. MANDATE: Media-scholarly contextualisation of journalism — compatible with a neutral assessment.

3. CONFLICT OF INTEREST: Collegiality bias towards SRF journalists possible; ZHAW media studies regularly collaborates with public broadcasters.

D1 Conflict of interest: 0

D2 Personal risk: +1

D3 Professional competence: +2

D4 Consistency of opinion: +1

D5 Emotionalisation vs. data: +1

D6 Source level: 0

TOTAL: +5 → SOURCE INDICATOR: GREEN

5. COUNTERVOICE: Media scholar with no-platform position (e.g. from the UK, where this debate is conducted more intensively) not cited.

2. Daniel Glaus, extremism researcher ZHW

1. FUNDING: ZHW — state-funded. No direct conflict of interest.

2. MANDATE: Extremism research — compatible with contextualisation of the Junge Tat.

3. CONFLICT OF INTEREST: Extremism researchers have an institutional interest in the relevance of their field of research; no direct conflict discernible.

D1 Conflict of interest: +1

D2 Personal risk: +1

D3 Professional competence: +2

D4 Consistency of opinion: +1

D5 Emotionalisation vs. data: +1

D6 Source level: 0

TOTAL: +6 → SOURCE INDICATOR: GREEN

5. COUNTERVOICE: Researchers who have documented normalisation risks through media coverage of extremists not cited.

3. Mr Endras, extremism researcher (quoted from 20 Minuten)

1. FUNDING: Not stated. Secondary source (20 Minuten).

2. MANDATE: Extremism research — compatible.

3. CONFLICT OF INTEREST: Cannot be assessed without institutional details.

D1 Conflict of interest: 0

D2 Personal risk: +1

D3 Professional competence: +1

D4 Consistency of opinion: 0

D5 Emotionalisation vs. data: +1

D6 Source level: -2

TOTAL: +1 → SOURCE INDICATOR: YELLOW

5. COUNTERVOICE: Not cited.

4. Dirk Bayer, extremism researcher ZHW (quoted)

1. FUNDING: ZHW — state-funded.

2. MANDATE: Extremism research — compatible.

3. CONFLICT OF INTEREST: Institutional proximity to Glaus (same institution) — possible confirmation bias.

D1 Conflict of interest: +1



D2 Personal risk: +1
 D3 Professional competence: +2
 D4 Consistency of opinion: 0
 D5 Emotionalisation vs. data: +1
 D6 Source level: -2
TOTAL: +3 → SOURCE INDICATOR: YELLOW

5. COUNTERVOICE: Not cited.

IMPORTANT: "Recognised" is not a factual qualification. All four expert voices are professionally qualified (GREEN/YELLOW), but structurally selected in a one-sided manner — they all confirm the reportage. The source indicator assesses individual credibility, not structural balance. The structural one-sidedness is a separate finding (criteria 1, 2, 3, 9).

Source indicator for participants:

Source	D1	D2	D3	D4	D5	D6	Total	Indicator
Vincenz Wyss, media scholar ZHAW	0	+1	+2	+1	+1	0	+5	GREEN
Daniel Glaus, extremism researcher ZHW	+1	+1	+2	+1	+1	0	+6	GREEN
Mr Endras, extremism researcher (quoted from 20 Minuten)	0	+1	+1	0	+1	-2	+1	YELLOW
Dirk Bayer, extremism researcher ZHW (quoted)	+1	+1	+2	0	+1	-2	+3	YELLOW

Legal and methodological classification

No finding of fact	The results presented do not constitute findings of fact about individual persons, editorial teams or broadcasts. They are to be understood as the result of a standardised operationalisation, not as a determination of individual responsibility.
No legal judgement	The aggregated deviation index does not replace a legal assessment within the meaning of Art. 4 RTVA. The determination of whether a specific broadcast violates statutory requirements is the exclusive responsibility of the competent authorities (in particular IHRA).
No proof of causality	Statistical correlations are not to be interpreted as proof of causal relationships or editorial intentions. Deviation values may be influenced by topic selection, news situation, political controversy or format logic.
No judgement of intent	The analysis measures observable structural characteristics of broadcasts. A score of 7 means that a significant imbalance has been identified — not that the editorial team intended this. The methodology makes no statements about motives or strategic objectives.
Heuristic comparison instrument	The index serves for comparative pattern recognition across thousands of broadcasts, not for the precise metric measurement of individual contributions. Threshold values serve as heuristic orientation, not as sharp legal qualification.



APPENDIX 1: NATIONAL LEGISLATION

Legal basis Switzerland — SRG SSR

Law

Federal Act on Radio and Television (RTVA, SR 784.40)

Relevant articles

- Art. 4 para. 1 RTVA: All broadcasts of a radio or television programme must respect fundamental rights. In particular, broadcasts must respect human dignity, must not be discriminatory, must not contribute to racial hatred, must not endanger public morality, and must not glorify or trivialise violence.
- Art. 4 para. 2 RTVA: Editorial broadcasts with informational content must present facts and events accurately, so that the audience can form its own opinion. Opinions and commentary must be recognisable as such.
- Art. 4 para. 4 RTVA: In the totality of editorial broadcasts, the diversity of events and views must be given adequate expression (diversity requirement).

Core obligations

1. **Factual accuracy:** Accurate representation of facts and events
2. **Diversity of opinion:** Diversity of views on contested topics
3. **Balance:** Balanced selection of interlocutors

Supervisory authority

- IHRA (Independent Complaints Authority for Radio and Television): Examines complaints against broadcast programmes for violations of Art. 4 RTVA
- OFCOM (Federal Office of Communications): Regulatory and supervisory authority
- Ombudsman offices of SRG: First point of contact for programme complaints

Complaints procedure

1. Ombudsman office of the respective business unit (SRF, RTS, RSI, RTR)
2. IHRA (if no agreement)
3. Federal Supreme Court (last instance)



APPENDIX 2: SCIENTIFIC FOUNDATIONS

Literature

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SVFAB Working Papers

- Schläpfer, D. (2026). Systematic AI-Assisted Analysis of Public Broadcaster Impartiality: A Scalable Methodological Framework for Measuring Structural Bias in Public Service Media. [SSRN 6688478](#)
- Schläpfer, D. (2026). Measuring Editorial Noise: A Retrospective Suppression Index for Public Broadcasting Content Analysis. [SSRN 6733280](#)
- Schläpfer, D. (2026). Source Traffic Light: A Six-Dimensional Credibility Framework for Systematic Source Assessment in Public Service Media. [SSRN 6733880](#)

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Unbalanced reporting is the response to the halving initiative in Switzerland: here the manipulation techniques are explained in detail, starting with the selection of staff and source selection. Then 15 principles are explained: omission, framing, temporal framing, guilt by association, emotionalisation, removal of context and many more, illustrated with many examples. In addition, it becomes apparent where we ourselves apply these techniques — this promotes not only insight but also empathy.

Optionally the book comes with **playing cards**

Also available as an **audiobook**



The interview is not a conversation. It is a stage — and someone else has written the script.

Whoever does not know this delivers material. Good quotes that are cut incorrectly. Correct statements that end up in the wrong context. Honest answers that are framed as confessions.

This book is not a media criticism book. It is a toolbox — for everyone who has a microphone in front of their face and wants to know what they can do about it. 7 chapters. 7 tools: What an interview really is. The 7 most common traps. The three basic principles of sovereignty — anchoring, reframing, setting boundaries. Preparation in one hour. Body and voice. What to do when things go wrong. And what counts after the interview.

For politicians, activists, entrepreneurs, whistleblowers — for everyone who is exposed and wants to understand how the game works. So that they stop playing along — and start shaping it.

In A5. Direct. For preparation, for reference, for follow-up and in difficult situations



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Association suisse pour une information équilibrée
Associazione svizzera per un reporting equilibrato



You think you see the world. In reality you see the frame that someone has placed around it. Framing is the oldest and most elegant manipulation technique in the world. It does not change the facts — it changes what we make of the facts. How we feel. What we believe. How we decide. And it works — because we all participate. Daily. Unconsciously. You too. This book is not a dry textbook. It is a workbook — playful, direct, full of examples from real life. You learn not only how others frame you. You learn how you yourself frame — and how you can use it consciously and fairly.

Because whoever understands framing sees the world more clearly. Hears news differently. Conducts conversations with more confidence. And can no longer so easily have a frame imposed on them that someone else has chosen.

With many exercises and concrete examples from politics, media and everyday life — and the occasional smile.

Framing with style. Because the frame changes everything.



The SRG collects 1.56 billion francs per year — compulsorily, from every household. Whoever feels unfairly treated can lodge a complaint. There is even an authority for this: the IHRA, the Independent Complaints Authority for Radio and Television.

Only: it is not independent. It has no sanctioning powers. And in 99.6% of all cases it decides: nothing.

This analysis lays bare the system — factually, precisely, without polemic. Procedures, personnel, powers, costs, statistics, legal recourse. And the constitutional law review that shows: the IHRA system fulfils none of the three fundamental criteria — it is not appropriate, not subject to separation of powers, not market-based. The authority that is supposed to protect citizens protects above all the system it was supposed to control.

Essential reading for everyone considering a complaint — and for everyone who wants to understand why genuine media oversight in Switzerland is still outstanding.